

JAMES AGARWAL

Dr. James Agarwal is *Full Professor of Marketing* at the Haskayne School of Business, University of Calgary, Canada. He received his PhD in Marketing (Minor in Statistics) from Georgia Tech in Atlanta, Georgia USA. Previously, he held the *Haskayne Research Professorship* (2018-2021) and was CCAL Research Fellow (2013-2016), Research Director (2013-2015), and Chair of Marketing Area (2002-2005) at the Haskayne School of Business. He is listed in *Canadian Who's Who*, University of Toronto Press and *Marquis Who's Who in America*. In 2017, he received the Albert Nelson Marquis *Lifetime Achievement Award* from Marquis Who's Who.

James has co-authored/edited three books: (1) *Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques* (Sage Publication, 2011); (2) *Emerging Issues in Global Marketing: A Shifting Paradigm* (Springer, 2018); and (3) *Customer Relationship Marketing: Theoretical and Managerial Perspectives* (World Scientific, 2021).

James enjoys teaching with passion and teaches at all three levels: Undergraduate, MBA, and PhD. He has taught Undergraduate, MBA/EMBA courses in *International Marketing*, *Consumer Behavior*, *Marketing Research*, *Research Methodology*, *Relationship Marketing*, and *Strategic Marketing* and PhD courses in *Multivariate Statistical Analysis* and *Marketing Theory*. He was Visiting Professor in Austria, Canada, India, Iran, Peru, Singapore, and USA.

James's research interests are in the following broad areas: International Marketing, Consumer Psychology, Relationship Marketing, Ethical Issues in Marketing, and Statistical Methods. He has published 70+ papers in major refereed journals, proceedings, and book chapters including *Advances in Consumer Research*, *Customer Needs and Solutions*, *Information Systems Research*, *International Journal of Research in Marketing*, *International Marketing Review*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Business & Industrial Marketing*, *Journal of International Marketing*, *Journal of Marketing Research*, *Journal of World Business*, *Management International Review*, *Non-Profit Management & Leadership*, *Psychology & Marketing* and several others. In addition, he has presented research papers in 90+ conferences in 20+ countries. He has co-edited 2 special issues of *Journal of Business Research* on (1) *Ethics and Morality in Customer-Brand Relationships* & (2) *Retailing and Emergent Technologies*. He is ERB member of JIM & IMR.

James has received several best paper awards including: *William R. Darden Best Paper Award* in Research Methodology, *Hans B. Thorelli Best Paper Award* in International Marketing, *Temple/AIB Best Paper Award (Finalist)* in International Marketing granted by the Academy of International Business and two *Best Paper Awards* in Customer Relationship Management and Branding & Brand Management Tracks granted by the American Marketing Association. His Google Citation is 7400+ as of July 1, 2022. In 2005, James was listed in *Most Prolific Scholars in International Business (IB) Research* (Top 5 Percent) compiled by Cavusgil, Griffith, and Xu (2005), Michigan State University. He was also listed in Most Prolific Scholar in IB Research for articles published in *International Marketing Review* (Top 5 Percent) in 1996-2006 by Xu, Yalcinkaya, and Seggie (2008), published in *Asia-Pacific Journal of Management*.

James has received several other honors, awards, recognitions, and competitive research grants during his tenure. His research (\$465,000+) has been supported by several funding agencies including Social Sciences & Humanities Research Council (SSHRC), National Center for Middle Market (Ohio State University), Kahanoff Foundation (Queens University) and Saskatchewan Health. In addition, he has received several internal research grants from the University of Calgary. He is a member of the *American Marketing Association*, *Academy of International Business*, and the *Academy of Marketing Science*.

CURRICULUM VITAE**JAMES AGARWAL****Office Address:**

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CITIZENSHIP: CANADIAN

EDUCATION

Doctor of Philosophy (Ph.D.): Major in Marketing (Minor: Statistics), Scheller College of Business, *Georgia Institute of Technology* (Georgia Tech) Atlanta Georgia, USA, 1993.

Master of Business Administration (MBA): Major in Marketing, Graduate School of Business Administration, *Atlanta University*, Atlanta Georgia, USA, 1989.

Masters in Personnel Management: Post-Graduate Diploma in Personnel Management and Industrial Relations (PGD: PM&IR), *Xavier Institute*, India, 1985.

Bachelor of Commerce (B.Com Honors): Undergraduate Honors Degree in Commerce, *St Xavier's College, University of Calcutta*, India, 1983.

ACADEMIC APPOINTMENTS

Full Professor of Marketing: Haskayne School of Business, *University of Calgary*¹: 2014-Present.

Haskayne Research Professor: Haskayne School of Business, *University of Calgary*: 2018-2021.

CCAL Research Fellow: Haskayne School of Business, *University of Calgary*: 2013–2016.

Research Director of Marketing & Entrepreneurship: Haskayne School of Business, *University of Calgary*: 2013–2015.

Area Chair of Marketing: Haskayne School of Business, *University of Calgary*: 2002–2005.

Associate Professor of Marketing (Tenured): Haskayne School of Business, *University of Calgary*: 2002–2014.

Associate Professor of Marketing (Tenured): Kenneth Levene Graduate School of Business, *University of Regina*, Saskatchewan, Canada: 1998–2002.

Assistant Professor of Marketing: Kenneth Levene Graduate School of Business, *University of Regina*: 1993–1998.

Instructor of Marketing: College of Management, *Georgia Institute of Technology* (Georgia Tech), Atlanta, Georgia, USA: 1989–1993.

¹University of Calgary is Ranked Top-5 Research University in Canada (<https://researchinfosource.com/top-50-research-universities/2021>).

INDUSTRY EXPERIENCE

Personnel Officer, *Tata Iron and Steel Company Limited*, India, 1985-1987.

Management Research Trainee, *Union Carbide (India) Limited*, Calcutta, India, 1984.

TEACHING EXPERIENCE

1. *PhD Program*: (1) Multivariate Statistics (MGST 797.25); (2) Philosophy of Marketing (MKTG 799.01)

2. *MBA & Alberta-Haskayne EMBA² Program*: (1) International Marketing (MKTG 795³/ADMN 841); (2) Strategic Marketing (MGMT 6305/ADMN 840); (3) Marketing Research (ADMN 845); (4) Research Methods (ADMN 838); (5) Marketing Management (ADMN 710); (6) Relationship Marketing (MGST 797.67)

3. *B.Com Program*: (1) International Marketing (MKTG 467/ADMN 415); (2) Consumer Behavior (MKTG 483/MGMT 4331); (3) Marketing Research (MGMT 3310/ADMN 413); (4) Strategic Marketing (ADMN 310)

TEACHING INTERESTS

Marketing:

International & Global Marketing

Customer Relationship Marketing

Marketing Management & Strategy

Consumer Behavior

Research & Statistical Methods:

Marketing Research & Analysis

Multivariate Statistical Methods

Structural Equations Modeling

Experimental Designs

PhD COURSEWORK

Marketing: Marketing Research; Marketing Analysis; Marketing Models; Artificial Intelligence in Marketing; International Marketing; Marketing Strategy; Doctoral Seminars in Marketing.

Psychology: Social Psychology; Cognitive Psychology; Psychometric Theory; Individual Differences; Personality; Human Decision Making.

Statistics: Multivariate Statistics (I&II); Structural Equations Modeling (SEM); Nonparametric Statistics; Linear Regression; Design of Experiments; Sampling Techniques.

VISITING PROFESSORSHIPS

Visiting Professor of Marketing, *Nanyang Business School*, NTU, Singapore, July 2015.

Visiting Professor of Marketing, *Indian Institute of Management*, Calcutta, India, July 2015.

Visiting Professor of Marketing, *Pontificia Universidad Católica de Peru*, Lima, Peru, July 2010.

Visiting Professor of Marketing, *Vienna University of Economics & Business Administration (WU-Wien)*, Vienna, Austria, July 2008.

Visiting Professor of Marketing, Graduate School of Business & Economics, *Sharif University of Technology*, Tehran, Iran, July to August, 2005.

Visiting Professor of Marketing, Scheller College of Business, *Georgia Tech*, Atlanta, Georgia, USA, 2000-2001.

²Alberta-Haskayne EMBA Ranked in Top 100/Top 50 by *Financial Times/QS World University Ranking*.

³MKTG & MGST courses taught at the *University of Calgary*, ADMN courses taught at the *University of Regina*, and MGMT courses taught at *Georgia Tech*. MKTG 795 taught at both MBA & EMBA programs.

RESEARCH INTERESTS*(1) International & Global Marketing:*

Internationalization of Firms, Marketing Ambidexterity, Cross-Cultural Research, International Services Marketing, Political Risk, Emerging Economies, Globalization & Regionalization

(2) Marketing Ethics:

Organizational & Stakeholder Ethical Theories, Ethical Climate, Consumer Privacy, Justice Theories, Ethics & Morality in Customer-Brand Relationship and Organizational Reputation

(3) Consumer Psychology & Relationship Marketing:

Attitude and Affect, Customer Engagement, Services and Wait Time, Organizational Frontline Research, Branding, and Customer Relationship Marketing

(4) Marketing Research & Statistical Methods:

Applied Multivariate Statistical Methods, Conjoint Analysis, Structural Equation Modeling (SEM), Psychometric Theory & Measurement, Cross-Cultural Research & Dynamic Factor Analysis

BEST PAPER AWARDS

(1) Temple/AIB Best Paper Award Finalist at the 2018 *Academy of International Business Conference* held in Minneapolis, MN. Paper entitled, “Does Country Really Matter in Transforming Customer-Based Reputation to Reputational Outcomes? Exploring the Context Dependence of Individual Culture,” (with Oleksiy Osiyevskyy).

(2) Best-In-Track Paper Award in Branding and Brand Management Track at the 2015 *American Marketing Association Conference* held in Chicago, IL. Paper entitled, “Customer-Based Brand Equity: A Meta-Analysis,” (with Khaneghah, M. Farrokhi).

(3) Best-In-Track Paper Award in CRM and Relationship Marketing Track at the 2013 *American Marketing Association Conference* held in Boston, MA. Paper entitled, “Modeling Consumer-Company Relationships: A Multi-Theoretical Justice Framework,” (with Naresh K. Malhotra and Katherine White).

(4) Hans B. Thorelli Best Paper Award in International Marketing at the 2004 *American Marketing Association Conference* held in Boston, MA. Paper entitled “Internationalization and Entry Modes: A Multi-theoretical Framework and Research Propositions”, (with Naresh K. Malhotra and Francis Ulgado) in *Journal of International Marketing*, 11(4), 2003, pp. 1-31.

(5) William R. Darden Best Paper Award in Research Methodology at the 2000 *Academy of Marketing Science Conference* held in Montreal, Quebec. Paper entitled, “Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross-Domain Generalizability and Choice Prediction”, (with Naresh K. Malhotra).

(6) ANBAR Citation of Excellence for the paper, "Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review," *International Marketing Review*, (with Naresh K. Malhotra and Mark Peterson) 13(5), 1996.

HONORS AND AWARDS

(1) SSHRC Insight Grant, National Competition Ranked # 1 in Business (Stream A), April 2020.

(2) Outstanding Reviewer Award (Top 10th Percentile), *Journal of Business Research*, 2018.

(3) Received the Haskayne Research Professorship, Haskayne School of Business, University of Calgary 2018.

HONORS AND AWARDS (CONT)

(4) Top 10 Most Cited Article (Ranked #4) (Google Scholar Count: 3000+ as of October 10, 2021) at the Haskayne School of Business, University of Calgary. Listed Top 12 Most Cited Article (Ranked #12) in *Information Systems Research* as of March 2017. Article titled, "Internet Users' Information Privacy Concerns (UIPC): The Construct, the Scale, and a Causal Model."

(5) Top 10 Most Cited Article (Ranked #10) in *International Marketing Review* (Google Scholar Count: 740+ as of October 2021); IMR Downloads – 11,000+ since 2006. Article titled, "Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review."

(6) Top 10 Most Cited Faculty (Ranked #7) consistently for several years (Google Scholar Count: 7400+ as of July 1, 2022) at the Haskayne School of Business, University of Calgary.

(7) CCAL *Research Fellow*, Canadian Center for Advanced Leadership (CCAL) in Business, February 2013-2016, Haskayne School of Business, University of Calgary.

(8) Listed in the *Most Prolific Scholars in International Business (IB) Research* (Ranked 89th out of 1819 scholars, Top 5 Percent) compiled by Cavusgil, Griffith, and Xu (2005), Michigan State University. Only 7 scholars were from Canadian universities. This was based on research productivity in the top 5 IB journals (*JIBS*, *MIR*, *IMR*, *JIM*, and *JWB*) for the research period 1996-2005. Findings on emerging IB research themes published in Griffith, Cavusgil, and Xu (2008), *Journal of International Business Studies*, 39, pp. 1220-1235.

(9) Listed in the *Most Prolific Scholar in International Business (IB) Research* for articles published in *International Marketing Review* (Ranked 30th out of 552 authors, Top 5 Percent) for the period 1996-2006 by Xu, Yalcinkaya, and Seggie (2008), published in *Asia Pacific Journal of Management*, 25, pp. 189-207. Of the 552 authors, 439 authors (79.5%) appeared once, 82 authors (14.8%) appeared twice and 31 authors (5.6%) appeared three times or more. I was in the Top 45 List with a count of 4 articles.

(10) Recipient of the *Dean's Award for Outstanding Research Achievement* (Honorable Mention), September 2004, at the Haskayne School of Business, University of Calgary.

(11) Citation in the *Dean's Report (DuPree 2001) for Outstanding Scholarship* during Sabbatical Year (2000-2001) at Georgia Tech, Atlanta, Georgia, USA.

(12) Recipient of the *Saskatchewan Wheat Pool Research Professorship Award* and *Distinguished Professor*, University of Regina, Saskatchewan, 1997-1998 & 1999-2000.

(13) Nominee: *Alumni Association Award for Research Excellence* 1998, University of Regina.

(14) Nominee: *Vice-President Membership (Canada)*, Academy of Marketing Science 1997.

(15) First Prize Winner, 1997 *Manitoba International Marketing Competition (MIMC)* Award, University of Manitoba Faculty Advisor: Second and Third Prize Awards in 1995 and 1996.

(16) Fellow, *American Marketing Association Doctoral Consortium*, MSU, East Lansing, 1992.

(17) Life Time Member, *Beta Gamma Sigma* and *Alpha Mu Alpha* 1989 - Present.

(18) Full Scholarship, *PhD Program* in Management, Georgia Tech, USA 1989-1993.

(19) Full Scholarship, *MBA Program*, Stromme Memorial Scholarship, Norway 1987-1989.

(20) Senior School *First Prize in Mathematics*, St James' School, Calcutta, India 1979-1980.

RECOGNITIONS

The 2017 *Albert Nelson Marquis 'Lifetime Achievement Award'*, New Jersey, USA.

The 2017 Recognition Award for 15 Years of Service at the University of Calgary, Canada.

RECOGNITIONS (CONT)

Listed in *Marquis 'Who's Who in the World'* [since 2009, 26th Edition] New Jersey, USA.

Listed in *Marquis 'Who's Who in America'* [since 2006–2007] New Jersey, USA.

Listed in *Canadian Who's Who* [2004–To Current], University of Toronto Press, Canada.

Listed in *Who's Who in Canadian Business* [24th Edition 2004], University of Toronto Press, Canada. [Publication discontinued after 2004]

Citation of Journal Articles on Business Ethics at the UC/HSB Database listed in *Beyond Grey Pinstripes 2003 – Aspen Institute and World Resources Institute*.

RESEARCH GRANTS

Total Research Grant Received: \$465,000+; Funding sources: VP Research Grant, GBFI Grant, Haskayne Research Professorship, Middle Market Grant, Haskayne Research Excellence Award, CCAL Leadership Grant, HSB Dean's Research Grant, SSHRC Grant, Kahanoff Foundation Grant, Saskatchewan Health Research Grant & Saskatchewan Wheat Pool Professorship Grant. [HSB/UC = Haskayne School of Business, University of Calgary]

VP Research Catalyst Grant, University of Calgary: [2021]–\$ 15,300.

Social Sciences & Humanities Research Council (SSHRC) Insight Grant: [2020-2023]–\$ 75,176.

Global Business Futures Initiative (GBFI) Research Grant, HSB/UC: [2020-2022]–\$ 15,144 & COVID Business Seed Grant, HSB/UC: [2020]–\$ 1500.

Haskayne Research Professorship Grant, HSB/UC: [2018]–\$ 40,000.

National Center for Middle Market Research Grant, Fisher College of Business, Ohio State University: [2018]–US\$ 30,000.

Haskayne Endowment Excellence Award, HSB/UC: [2004/2010/2015/2017]–\$ 20,000.

Canadian Center for Advanced Leadership Research Grant, HSB/UC: [2013-2016]–\$ 30,000.

SSHRC Research Grant (Inter-Disciplinary Team from Five Countries): [2006] (May), Phase I Research Grant–\$ 20,000.

SSHRC Research Grant: [2002] (February)–\$49,633.

Dean's Research Grant, HSB/UC: [2002]–CAD 30,000.

Kahanoff Foundation Research Grant, Queens University: [2000]–CAD 15,000.

Strategic Research Grant (SSHRC) 4A–[2001 (June)]–\$ 5,000; Sabbatical Research Grant, [2000 (June)]–\$ 3,000; President's SSHRC General Research Grant [University of Regina]; Travel Grant: [2001]–\$ 1,000; [2000]–\$ 750; [1999]–\$ 375; [1998]–\$ 1,500; [1995]–\$ 1,800; [1994]–\$ 3,000.

Saskatchewan Wheat Pool Professorship Award, University of Regina: [1997/1999]–\$ 8,000.

Saskatchewan Health Research Grant, University of Regina: [1994]–\$ 130,000.

EDITORIAL REVIEW BOARDS

Editorial Board Member: *Journal of International Marketing* (2015 – Present); *International Marketing Review* (2013 – Present); *International Journal of Emerging Markets* (2012 – Present)
Member: Centre for Marketing in Emerging Economies, *Indian Institute of Management, Lucknow*, India, (2014 – Present); Research Fellow: National Center for Middle Market, *Fisher College of Business, Ohio State University, USA*, (2018 – Present).

REVIEWER - JOURNALS

Regular Reviewer: Journal of International Marketing; International Marketing Review; Journal of the Academy of Marketing Science; Journal of Business Ethics; Journal of Business Research; Journal of Service Research

Ad-Hoc Reviewer: Journal of Marketing Research; MIS Quarterly; Journal of Management Studies; European Journal of Marketing; Psychology & Marketing; Canadian Journal of Administrative Sciences; Review of Marketing Research

JOURNALS (SPECIAL ISSUE) EDITED

(1) Malhotra, Naresh K. and James Agarwal (2019), Co-Editor & Managing Guest Editor, Special Issue on *Ethics and Morality in Customer-Brand Relationships*, *Journal of Business Research*, 95 (2), 2021 pp. 392-552. This SI focuses on state-of-the-art ethics/morality-based theories, models, and frameworks applied to customer-brand relationships.

(2) Dhruv Grewal, Gopal Das, James Agarwal, Mark T. Spence, & Dinesh Gauri (2021), Co-Editor, SI on *Retailing and Emergent Technologies*, *Journal of Business Research*, 134(6), 2021.

ARTICLE RE-PRINTS

Several of my articles were re-printed in *Legends in Marketing (LIM) Series*: Vol. 1-9, 2011, Series Editor Jagdish N. Sheth, Sage Publications.

Journal of International Marketing (2010) in Vol. 6, pp. 299-331, LIM Series, 2011

Journal of Business Research (2005) in Vol. 4, pp. 94-113, LIM Series, 2011

International Marketing Review (2005) in Vol. 6, pp. 224-248, LIM Series, 2011

Information Systems Research (2004) in Vol. 9, pp. 3-32, LIM Series, 2011

Journal of International Marketing (2003) in Vol. 6, pp. 3-31, LIM Series, 2011

Management International Review (2002) in Vol. 6, pp. 147-175, LIM Series, 2011

Journal of Relationship Marketing (2002) in Vol. 5, pp. 59-87, LIM Series, 2011

International Marketing Review (1998) in Vol. 6, pp. 116-146, LIM Series, 2011

International Marketing Review (1996) in Vol. 2, pp. 240-275, LIM Series, 2011

International Marketing Review (1994) in Vol. 6, pp. 213-223, LIM Series, 2011

Journal of Euro-Marketing (1992) in Vol. 6, pp. 67-86, LIM Series, 2011

RESEARCH IMPACT (METRICS)

Total Citation Count (July 1, 2022): 7400+; *H-Index*: 24; *I10-Index*: 36; and *G-Index*: 78

Source: Google Scholar <http://scholar.google.ca/citations?user=qGIVnssAAAAJ> and Harzing's Publish or Perish.

Ad Scientific Index (2022) Citation Score Rankings: HSB/UC (#7); HSB/UC Marketing Dept. (#1); Business Schools in Canada, Marketing Dept. (#33); Business Schools in North America, Marketing Dept. (#385).

Source: <https://www.adscientificindex.com/scientist.php?id=650254>

1 article over 3000+ citations; 11 articles have received in excess of 100 citations each. These are: *Information Systems Research* (2004)–3380; *International Marketing Review* (1996)–764; *International Marketing Review* (2005)–416; *Journal of International Marketing* (2003)–334; *Journal of Business Research* (2005) & (2019)–294 & 147; *International Marketing Review* (1994)–323; *Journal of Business Ethics* (1999) & (2015)–252 & 141; *Journal of International Marketing* (2010)–166; *International Journal of Nonprofit & Voluntary Sector Marketing* (2003) – 110; *Journal of Business & Industrial Marketing* (2014)–102.

BOOKS

(1) Agarwal, James (2011): Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques, in “Legends in Marketing: Naresh K. Malhotra”, Volume Editor, Vol. 1, 269 pages, Sage Publication. ISBN Number: 978-81-321-0517-6 (Hard Bound).

- This is Volume 1 of 9 Volume Series edited by Series Editor Jagdish N. Sheth, Emory University Atlanta, GA, USA. Notable contributors to Volume 1 include Wayne DeSarbo, Joel Huber, Arun K. Jain, and Vithala Rao.

(2) Agarwal, James and Terry Wu (2018), Emerging Issues in Global Marketing: A Shifting Paradigm, Book Co-Editor: Springer International Publishing AG, Springer Nature, Switzerland, 374 pages. ISBN Numbers: 978-3-319-74128-4 (Hard Bound); 978-3-319-74129-1 (eBook).

- Book Endorsements provided by Alain Verbeke, Constantine S. Katsikeas, and John B. Ford.

(3) Malhotra, Naresh K. and James Agarwal (2021), Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing, New Jersey, USA, 372 pages. ISBN Numbers: 978-1-944659-71-4 (Hardcover); 978-1-944659-74-5 (Softcover); 978-1-944659-73-8 (eBook).

- Supplementary materials include: Detailed Instructor Manual, PP Slides with Video Links, Test Bank (TIF), and Harvard/Ivey Cases. The book is geared primarily for MBA/EMBA/Executive Programs & Advanced UG programs.
- Book Endorsements provided by Ruth N. Bolton, O.C. Ferrell, Linda L. Price, Jagdish N. Sheth, & David W. Stewart.

PEER-REVIEWED PUBLICATIONS

1. Zeng, Xianfang, James Agarwal, and Mehdi Murali, (2022), “A Resource-Based Perspective of Customer Engagement Behaviors: A Typology, Conceptual Framework, and Research Agenda,” (Revise & Resubmit), *AMS Review*.
2. Agarwal, James, Gopal Das, and Mark Spence (2022), “Online Group Buying Behavior: A Study of Experiential Versus Material Purchases” *Psychology & Marketing*, (Forthcoming).
3. Lukoianove, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2022), “Modeling a Country’s Political Environment Using Dynamic Factor Analysis (DFA): A New Methodology for IB Research,” *Journal of World Business*, 57(5), (Forthcoming).
4. Das, Gopal, Mark T. Spence, James Agarwal (2021), “Social Selling Cues: The Dynamics of Posting Numbers Viewed and Bought on Customers’ Purchase Intentions” *International Journal of Research in Marketing*, 38(4), December, pp. 994-1016. [Google Citation: 6]
5. Grewal, Dhruv, Dinesh Gauri, Gopal Das, James Agarwal, and Mark T. Spence (2021), “Retailing and Emergent Technologies” *Journal of Business Research*, 134(September), pp. 198-202. [Google Citation: 7]
6. Agarwal, James and Oleksiy Osiyevskyy (2021), “Organizational Reputation for Customers: Key Insights on Leveraging Reputation in Global Markets,” *AIB Insights*, 21(3), <https://doi.org/10.46697/001c.29107>.
7. Ho, Dixon H., Oleksiy Osiyevskyy, James Agarwal, and Sadat Reza (2020), “Does Ambidexterity in Marketing Pay-Off? The Contingent Role of Absorptive Capacity,” *Journal of Business Research*, 110(March), pp. 65-79. [Google Citation: 19]

PEER-REVIEWED PUBLICATIONS (CONT)

8. Das, Gopal, James Agarwal, Naresh K. Malhotra, and Geetika Varshneya (2019), Does Brand Experience Translate into Brand Commitment? A Mediated-Moderation Model of Brand Passion and Perceived Brand Ethicality,” *Journal of Business Research* 95(February), pp. 479-490. [Google Citation: 147]
9. Agarwal, James and Naresh K. Malhotra (2019), “Reflections on the State-of-the-Art in Ethics and Morality in Customer-Brand Relationships: Directions for Future Research,” *Journal of Business Research*, 95(February), pp. 392-400. [Google Citation: 9]
10. Agarwal, James, Madelynn Stackhouse, and Oleksiy Osiyevskyy (2018), “I Love That Company: Look How Ethical, Prominent, and Efficacious It Is: A Triadic Organizational Reputation (TOR) Scale,” *Journal of Business Ethics*, 153(3), pp. 889-910. [Google Citation: 24]
11. Ndubisi, Nelson O., Naresh K. Malhotra, Celine M. Capel, James Agarwal, Elsa Satkunasingam, Gibson C. Ndubisi, and Ashutosh Patil, (2016), “Long-Term Oriented Marketing Relationships and Ethical Conduct in Outsourcing Sector,” *Psychology & Marketing*, 33(5), pp. 372-388. [Google Citation: 16]
12. Agarwal, James, Wayne S. DeSarbo, Naresh K. Malhotra, and Vithala R. Rao (2015), “An Interdisciplinary Review of the Research in Conjoint Analysis: Recent Developments and Directions for Future Research,” *Customer Needs and Solutions*, 2(1), pp. 19-40. [Google Citation: 75]
13. Agarwal, James and Terry Wu (2015), “Factors Influencing Growth Potential of E-Commerce in Emerging Economies: An Institution-Based N-OLI Framework,” *Thunderbird International Business Review*, 57(3), pp. 197-215. [Google Citation: 70]
14. Agarwal, James, Osiyevskyy, Oleksiy, and Percy M. Feldman (2015), “Corporate Reputation Measurement: Alternative Factor Structures, Nomological Validity, and Organizational Outcomes” *Journal of Business Ethics*, 130(2), pp. 485-506. [Google Citation: 141]
15. Ndubisi, Nelson O. and James Agarwal (2014), “Quality Performance of SMEs in a Developing Economy: Direct and Indirect Effects of Service Innovation and Entrepreneurial Orientation,” *Journal of Business and Industrial Marketing*, 29(6), pp. 454-468 (***Lead Article**). [Google Citation: 102]
16. Malhotra, Naresh K. (2011), *Review of Marketing Research*, Special Issue-Marketing Legends, Volume 8, pp. 159-207. Several of my key papers with Naresh K. Malhotra have been summarized in this volume. These include papers in International and Cross-Cultural Marketing and Marketing/MIS Interface.
17. Agarwal, James, Naresh K. Malhotra, and Ruth N. Bolton (2010), “A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers’ Perceived Service Quality,” *Journal of International Marketing*, 18(3), pp. 18-40. [Google Citation: 166]
18. Malhotra, Naresh K., James Agarwal, and Nelson O. Ndubisi (2010), “What are Your Customers Saying About You” *Marketing Research*, AMA Publication, 22(4), pp. 20-25. [Google Citation: 13] Re-Printed in *Harvard-Deusto Business Review*, July-August 105, 2011, pp. 6-13.
19. Agarwal, James, David C. Malloy, and Ken Rasmussen (2010), “Ethical Climate in Government and Nonprofit Sectors: Public Policy Implications for Service Delivery,” *Journal of Business Ethics*, 94(1), pp. 1-21. (***Lead Article**). [Google Citation: 84]

PEER-REVIEWED PUBLICATIONS (CONT)

20. Willness, Chelsea, Katherine White, and James Agarwal (2010), "Examining a Four-Component Model of Consumer Identification Experiences," *Advances in Consumer Research*, 37, pp. 928-929.
21. Malhotra, Naresh K., Nelson O. Ndubisi, and James Agarwal (2008), "Public versus Private Complaint Behavior and Customer Defection in Malaysia: Appraising the Role of Moderating Factors," *ESIC Market: Economic and Business Journal*, September-December, 131, pp. 27-59. [Google Citation: 26] Re-Printed in *Spanish Edition*, September-December 2008, pp. 593-627.
22. Malhotra, Naresh K., Sung Kim, and James Agarwal (2007), "Internet Users Internet Privacy Concerns: The Construct, the Scale, and a Causal Model" (*ISR 2004*) reprinted in (Ed) Naresh K. Malhotra, *Fundamentals of Marketing Research*, Volume 4, Sage Publications.
23. Agarwal, James and Dorothee Feils (2007), "Political Risk and the Internationalization of Firms: An Empirical Study of Canadian-based Export and FDI Firms," *Canadian Journal of Administrative Sciences*, 24(3), pp. 165-181. [Google Citation: 78]
24. Winzar, Hume, James Agarwal, Barbara Khalifa, and Liane Ringham (2007), "Predictive Validity of Conjoint Analysis Results based on Best-Worst Scaling compared with Results based on Ranks Data," *Proceedings of the Australian New Zealand Marketing Association Conference (ANZMAC)*, pp.801-806, University of Otago, New Zealand.
25. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, G. Shainesh and Lan Wu (2005), "Dimensions of Service Quality in Developed and Developing Economies: Multi-Country Cross-Cultural Comparisons," *International Marketing Review*, 22 (3), pp. 256-278 (***Lead Article**). [*Google Citation: 416]
26. Agarwal, James and Naresh K. Malhotra (2005), "An Integrated Model of Attitude and Affect: Theoretical Foundation and an Empirical Investigation," *Journal of Business Research*, 58(4), pp. 483-493. [*Google Citation: 294]
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WORK-IN-PROGRESS & NEW PROJECTS

Several manuscripts are in resubmission & different stages of work-in-progress. Recent projects started are in (a) political risk & uncertainty in IB; (b) firm resilience during exogenous shocks; and (c) customer relationship marketing; (d) organizational reputation, and (e) customers in waits. Details are available upon request.

CONFERENCE PRESENTATIONS

90+ refereed competitive papers presented and abstract published in conferences in the following 20+ countries: *Australia, Austria, Canada, Denmark, France, Germany, Greece, India, Ireland, Israel, Italy, Japan, Malaysia, New Zealand, Russia, Scotland, South Korea, Spain, Turkey, UAE, UK, and USA*. These include papers presented at top conferences in *Marketing (AMA, AMS, ANZAM, IIM, EMCB)*, *International Business (AIB, EIBA)*, *Consumer Psychology (ACR, SCP)*, *Management (AOM, SMS)*, *Management Science (INFORMS)*, and *Entrepreneurship (USASBE)*.

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59. Agarwal, James (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Nomological Framework" *Marketing-iRC/MIS Colloquium Series*, Haskayne School of Business, University of Calgary, March 5, 2004.
60. Agarwal, James and Terry Wu (2003), "The WTO Framework: Issues and Marketing-Mix Implications for Firms in China," *Administrative Sciences Association of Canada (ASAC) Annual Conference*, hosted by the Saint Mary's University, Halifax, Nova Scotia, Canada, June 14-17, 2003.
61. Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2002), "Information Privacy Concerns in the Technological Age: A Framework and an Empirical Investigation" Conference on *Marketing of Technology-Oriented Products and Services in a Global Age*, co-sponsored by DuPree College of Management, Georgia Tech (USA), and Indian Institute of Management (IIM), Bangalore, India, December 27-28, 2002.
62. Agarwal, James and Naresh K. Malhotra (2002), "An Integrated Model of Attitude and Choice: An Interaction Approach," *Academy of Marketing Science (AMS) Annual Conference*, Sanibel Island, Florida, May 29-June 1, 2002. [Also presented a paper at a special session on "International Survey Research" as proxy for Naresh K. Malhotra]
63. Rasmussen, Ken, David C. Malloy, and James Agarwal (2001), "The Ethical Climate of Government and Non-Profit Organizations: Implications for Public-Private Partnerships," *Workshop of the Kahanoff Foundation Nonprofit Sector Research Initiative*, Queen's University, Kingston, Ontario, Canada, November, 2001.
64. Rasmussen, Ken, David C. Malloy, and James Agarwal (2001), "The Ethical Climate of Government and Non-Profit Organizations: Implications for Public-Private Partnerships," *Fifth International Research Symposium on Public Management – Building Public-Private Partnerships: Theoretical and Empirical Developments*, Barcelona, Spain 9-11 April, 2001.
65. Malhotra, Naresh K., James Agarwal, and Francis M. Ulgado (2001), "The Globalization of Business and Markets: Underlying Theories, Framework and Research Propositions" *International Conference on Globalization of Business and Markets: Strategies for the 21st Century*, co-sponsored by Georgia Tech (USA), Academy of Marketing Science (AMS), and Management Development Institute (MDI) (New Delhi), India, December 20-22, 2001.

CONFERENCE PRESENTATIONS (CONT)

66. Malhotra, Naresh K., James Agarwal, and Cassandra Wells (2001), "Does Abstinence-Only Program Work? An Empirical Investigation of "Choosing-The-Best (CTB) School-based Education Program," *129th Annual Conference of American Public Health Association (APHA)*, Atlanta, Georgia, in October 21-25, 2001.
67. Malhotra, Naresh K. and James K. Agarwal, "Global Marketing Strategies and the Role of Regional Trading Blocs: Mexico as Part of NAFTA," Proceedings, *International Conference on the Globalization of Business and Markets*, New Delhi, 2001.
68. Malhotra, Naresh K., James Agarwal, Francis M. Ulgado, and Imad Baalbaki (2001), "The Path to Globalization: Selected Research Propositions" *Academy of Marketing Science (AMS) World Marketing Congress Conference*, Cardiff, Wales, United Kingdom, June 27-30, 2001.
69. Agarwal, James and Dorothee Feils (2000), "A Comparative Study of Political Risk in Export and Foreign Direct Investment: The Case of Canadian Firms," *Academy of Marketing Science (AMS) Annual Conference*, Montreal, Quebec, Canada, May 24-27, 2000.
70. Agarwal, James and Naresh K. Malhotra (2000), "Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross-Domain Generalizability and Choice Prediction," *Academy of Marketing Science (AMS) Annual Conference*, Montreal, Quebec, Canada, May 24-27, 2000. ***Winner of the William R. Darden Best Paper Award for Research Methodology.**
71. Peterson, Mark and James Agarwal (1999), "Country Quality of Life and Foreign Direct Investment Decisions," *Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, Florida, USA, May 26-29, 1999.
72. Agarwal, James and David C. Malloy (1999), "Toward An Integrated Model of Ethical Decision-Making in Marketing: The Role of Existentialism," *Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, Florida, USA, May 26-29, 1999.
73. Malloy, David C. and James Agarwal (1999), "Extending the Ethical Decision-Making Paradigm: A Look at Direct Marketing," *Irish Marketing Teachers Association (IMTA)*, Dublin, Ireland, May 13-14, 1999.
74. Agarwal, James and Dorothee Feils (1998), "Re-Examining Political Risk Factors for Export and Foreign Direct Investment: A Within and Cross Perception Study of Canadian Firms," *Academy of International Business (AIB) Conference* hosted by Wien University, Vienna, Austria, October 7-11, 1998.
75. Agarwal, James and Naresh K. Malhotra (1998), "Extending the COO Paradigm by Including the Effects of Regional Trading Bloc," *International Conference on One World, One Market - Vision 2020* organized by S. P. Jain Advanced Management Research Center and Faculty of Management Studies (FMS), University of Delhi in collaboration with Academy of Marketing Science (AMS), USA, and Global Business and Marketing Association, New Delhi, India, December 28-30, 1998.
76. Agarwal, James and Naresh K. Malhotra (1998), "An Integrated Model of Attitude and Affect," *Institute for Operations Research and Management Science (INFORMS) Conference*, hosted by Tel-Aviv University, Tel-Aviv, Israel, June 28-July 1, 1998.
77. Agarwal, James and Dorothee Feils (1998), "Determinants of the Political Risk Function: An Analysis of Canadian Exporters," *Administrative Sciences Association of Canada (ASAC) Annual Conference*, hosted by the University of Saskatchewan, Saskatoon, Canada, May 30-June 2, 1998.

CONFERENCE PRESENTATIONS (CONT)

78. Malloy, David C. and James Agarwal (1998), "Ethical Work Climates in Sport Organizations," *6th International Congress on Physical Education and Sport Conference*, hosted by the Democritus University of Thrace, Komotini, Greece, May 22-24, 1998.
79. Agarwal, James and Dorothee Feils (1997), "Political Risk Assessment: An Exploratory Study of Canadian Exporting Firms," *Twenty Third European International Business Academy (EIBA) Annual Conference*, hosted by the University of Hohenheim, Stuttgart, Germany, December 14-16, 1997.
80. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "An Integrated Model of the Globalization Process," *Second Annual Asian Association of Management (AAM) Conference*, hosted by the *University Science Malaysia*, Penang, Malaysia, December 12 & 13, 1997.
81. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "Strategic Role of Segmentation in International Marketing: Penetrating Regional Trading Blocs," keynote address, *Eighth Bi-Annual World Marketing Congress* hosted by the *Academy of Marketing Science (AMS)* and *Universiti Pertanian Malaysia*, Selangor, Malaysia, June 24-27, 1997.
82. Agarwal, James, Terry Wu, and Naresh K. Malhotra (1997), "The Impact of NAFTA on Mexico's Country Image: A Comparative Analysis of the U.S. and Canada," *Twenty-Sixth Annual Meeting of the Western Decision Sciences Institute (WDSI)*, Hawaii, USA, March 25-29, 1997.
83. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "Global Marketing Strategies in an Era of Regional Trading Blocs," keynote address, *Global Marketing Conference on Architecting the Global Village: Perspectives, Problems, and Prospects* hosted by the *Administrative Staff College (ASC)*, Hyderabad, India, in collaboration with the *Academy of Marketing Science (AMS)*, January 3-5, 1997.
84. Malhotra, Naresh K. and James Agarwal (1997), "Multidimensional Scaling Methodology for New Product Development: The State of the Art," *Deusto University*, Bilbao, Spain, January 15, 1997.
85. Malhotra, Naresh K. and James Agarwal (1997), "Conducting Research across National Boundaries: Guidelines for Marketing Researchers," *Deusto University*, Bilbao, Spain, January 10, 1997.
86. Malhotra, Naresh K., James Agarwal (1996), "Differential Role of Affect and Attitude in Predicting Consumer Intention and Choice," *International Association for Research in Economic Psychology (IAREP) 21st Annual Colloquium*, Paris, France, September, 12-15, 1996.
87. Malhotra, Naresh K., James Agarwal (1996), "Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review," *University of Southern Queensland*, Australia, September 1996.
88. Malloy, David C. and James Agarwal (1996), "Ethical Decision-Making in Organizations: A Proposed Pedagogical Framework in a Marketing Curriculum," *Canadian Society for the Study of Practical Ethics (CSSPE) Learned's Conference* at Brock University, Ontario, Canada, May 27-29, 1996.

CONFERENCE PRESENTATIONS (CONT)

89. Malhotra, Naresh K., Mark Peterson, James Agarwal, and Imad B. Baalbaki (1995), "Overcoming a Significant Barrier to International Marketing Research by Using Valid and Reliable Secondary Data," *International Conference on Globalization and the Market Economy: The Challenge of Change, Faculty of Management Studies (FMS), University of Delhi*, New Delhi, India, December 28-30, 1995.
90. Agarwal, James, Terry Wu, and Naresh K. Malhotra (1995), "The Impact of NAFTA on Consumers' Perception and Purchase Intention of Mexican-Made Product: A Comparative Analysis of the U.S. and Canada," *Seventh Bi-Annual World Marketing Congress* hosted by the *Academy of Marketing Science (AMS)* and *Monash University*, Melbourne, Australia, July 6-10, 1995.
91. Agarwal, James, Terry Wu, Naresh K. Malhotra, and Geon Cheol Shin (1995), "The Impact of NAFTA on Mexico's Country Image: A Comparative Analysis of Consumers' Attitude and Perception from Member and Non-member Countries," *American Marketing Association - Korean Marketing Association (AMA-KMA) Conference*, Seoul, South Korea, May 10-13, 1995.
92. Malloy, David C. and James Agarwal (1995), "Ethical Work Climates in Provincial Sport Organizations," *SPEA/CAHPERD Annual Conference* held at University of Saskatchewan, Saskatoon, Saskatchewan, Canada, May 10-13, 1995.
93. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad B. Baalbaki (1993), "International Services Marketing: A Comparative Evaluation of the Dimensions of Service Quality Between Developed and Developing Countries," *Sixth Bi-Annual World Marketing Congress* hosted by the *Academy of Marketing Science (AMS)*, Istanbul, Turkey, July 15-19 1993.
94. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad B. Baalbaki (1992), "Strategic Alliances: Their Role in International Marketing," *Markets and Marketing in Russia Conference* in Moscow, Russia, October 1992.

TRACK CHAIR, SESSION CHAIR & DISCUSSANT – CONFERENCES

- 2019 – Track Chair for Managing Experience Across Platform Based Businesses at the *Emerging Markets Conference Board Annual Conference, IMT, Ghaziabad, New Delhi, India* January 6-8, 2019.
- 2017 – Track Chair for Marketing Research Methods & Tools to Capture Voice of Customers Session at the *Emerging Markets Conference Board Annual Conference, IIM (L), Noida, New Delhi, India* January 6-8, 2017.
- 2016 – Session Chair for Marketing Metrics & Analytics Session at the *Academy of Marketing Science Annual Conference, Lake Buena Vista, Florida* May 18-21, 2016.
- 2016 – Track Chair for Cross-Cultural Marketing in Emerging Markets at the *Emerging Markets Conference Board Annual Conference*, hosted by *Chulalongkorn Business School Chulalongkorn University, Bangkok Thailand* January 6-8, 2016.
- 2015 – Track Co-Chair and Session Chair for Measurement, Research and Analytics in Emerging Markets at the *Emerging Markets Conference Board Annual Conference*, hosted by *Institute of Management Technology (IMT Ghaziabad/Dubai), Dubai UAE* January 20-22, 2015.

TRACK CHAIR, SESSION CHAIR & DISCUSSANT – CONFERENCES (CONT)

- 2013 – Session Chair for Alternative IB Methodologies Competitive Session at the *Academy of International Business (AIB) Conference*, hosted by *Sabanci University, Koc University*, and *Ozyegin University*, Istanbul, Turkey, July 3-6, 2013.
- 2012 – Track Chair for the International Marketing Track and Marketing Research Track at the *Global Conference on SME, Entrepreneurship, and Service Innovation (GCSMES)*, *Griffith University*, Gold Coast, Queensland, Australia, July 12-13, 2012.
- 2009 – Track Chair for the *International Marketing Track* at the *Global Marketing Conference*, Korean Academy of Marketing Science and Management Development Institute, New Delhi, India November 19-22, 2009.
- 2008 – Track Chair for the Macromarketing Research Methodology Track at the *33rd Annual Conference of the Macromarketing Society*, hosted by *Clemson University*, Clemson, South Carolina June 4-7, 2008.
- 2008 – Track Chair for the *Marketing Research Track* at the *2008 Society for Marketing Advances Conference*, St Petersburg, Florida November 4-9, 2008.
- 2006/2007 – *SSHRC Reviewer & External Assessor* for the Standard Research Grant.
- 2004 – Discussant for the Marketing Strategy Competitive Paper Session, “Perceptual Fit and Consistency Issues” at the *Academy of Marketing Science (AMS) Annual Conference*, Vancouver, British Columbia, Canada, May 26-29, 2004.
- 2002 – Chair, Session on Relationships in a Business-to-Business Setting, at *The Academy of Marketing Science (AMS) Annual Conference*, Sanibel Island, Florida, May 29-June 1, 2002 [proxy for Naresh K. Malhotra].
- 2001 – Discussant for the International Marketing and Exporting Track at the *Academy of Marketing Science (AMS), World Marketing Congress*, held in Cardiff, Wales, United Kingdom, June 27-July 1, 2001.
- 2000 – Discussant for the Global Marketing Track at the *Academy of Marketing Science (AMS) Annual Conference*, held in Montreal, Quebec, May 24-27, 2000.
- 2000 – Discussant for the Research Methodology Track at the *Academy of Marketing Science (AMS) Annual Conference*, held in Montreal, Quebec, May 24-27, 2000.
- 1999 – Discussant for the Services Marketing Track at the *Society for Marketing Advances (SMA) Annual Conference*, held in Atlanta, Georgia, October 26-30, 1999.
- 1998 – Panelist for the Special Session on Attitude Modeling: Issues and Measurement at the *Institute for Operations Research and Management Science (INFORMS) Conference*, held in Tel-Aviv, Israel, June 28-July 1, 1998.
- 1998 – Discussant for the International Business Track at the *Administrative Sciences Association of Canada (ASAC) Annual Conference*, held in Saskatoon, Saskatchewan, Canada, May 30-June 2, 1998.

REVIEWER – CONFERENCES

- *2021 Special Issue in AIB Insights on ‘Managing Reputation across Borders’*, Edited by William Newburry, Naomi Gardberg, and David Deephouse.
- *2019 Academy of International Business (AIB) Conference*, Copenhagen, Denmark, June 24-27, 2019.
- *2017 Academy of International Business (AIB) Conference*, Dubai, UAE, July 2-5, 2017.

REVIEWER – CONFERENCES (CONT)

- *2016 American Marketing Association (AMA) Summer Educators Conference*, Atlanta, GA, August 5-7, 2016.
- *2015 Academy of International Business (AIB) – Hosted by Indian Institute of Management (IIM) – Bangalore, India. June 27-30, 2015.*
- *2014 Academy of International Business (AIB) – Hosted by Simon Fraser University - Vancouver, British Columbia. June 23-26, 2014.*
- *2014 American Marketing Association (AMA) Summer Educators Conference*, San Francisco, CA, August 1-3, 2014.
- *2012 Academy of International Business (AIB) – Hosted by George Washington University and University of Maryland – Washington, DC, USA June 30-July 3, 2012.*
- *2011 Academy of International Business (AIB) – Hosted by the Nanzan University – Nagoya, Japan, June 24-28, 2011.*
- *2009 Association for Consumer Research Asia-Pacific Conference (AP-ACR) – Hosted by the Indian School of Business – Hyderabad, India, January 2-4, 2009.*
- *2006 Academy of Marketing Science/Korean Academy of Marketing Science (AMS/KAMS), Cultural Perspectives in Marketing Conference in Seoul, South Korea, July 12-15, 2006.*
- *2005 Administrative Sciences Association of Canada (ASAC) – Marketing Division of the ASAC Conference in Toronto, Ontario, Canada, May 28-31, 2005.*
- *2003 Administrative Sciences Association of Canada (ASAC) – Marketing Division and Case Track Division of the ASAC Conference in Halifax, Nova Scotia, Canada, June 14-17, 2003.*
- *2002 Administrative Sciences Association of Canada (ASAC) – Marketing Division of the ASAC Conference in Winnipeg, Manitoba, Canada, May 25-May 28, 2002.*
- *2001 Administrative Sciences Association of Canada (ASAC) – Marketing Division of the ASAC Conference in London, Ontario, Canada, May 26-May 29, 2001.*
- *2001 Academy of Marketing Science Conference (AMS) World Marketing Congress – International Marketing Track of the AMS Bi-annual Conference in Cardiff, Wales, United Kingdom, June 27-30, 2001.*
- *2000 Academy of Marketing Science Conference (AMS) – Research Methodology Track of the AMS Annual Conference on “Marketing: Looking Forward, Looking Back” in Montreal, Quebec, May 24-27, 2000.*
- *1999 Society for Marketing Advances (SMA) – Services Marketing Track for the SMA Conference to be held in Atlanta, Georgia, October 26-30, 1999.*
- *1998 Academy of Marketing Science Conference (AMS) – Marketing Research Track of the AMS Multicultural Marketing Conference in Montreal, Quebec, September 28-30, 1998.*
- *1998 Administrative Sciences Association of Canada (ASAC) – International Business Track of the ASAC Conference on “Managing In Concert,” in Saskatoon, Canada, May 30-June 2, 1998.*
- *1997 Academy of Marketing Science Conference (AMS) – Consumer and Business Buyer Behavior Track, 1997.*

GRADUATE SUPERVISION

- Steven Chou (Operations & Supply Chain): *PhD Candidacy Exam Committee*, 2022, Haskayne School of Business, University of Calgary.
- Dallas Novakowski (Marketing): *PhD Supervisory Committee*, 2019-Current, Haskayne School of Business, University of Calgary.
- Vaarun Vijairaghavan (Business Technology Management): *PhD Candidacy Exam Committee*, 2018, Haskayne School of Business, University of Calgary.
- Yizhe Lin (Marketing): *PhD Supervisor*, 2014-2021, Haskayne School of Business, University of Calgary.
- Mohammad Farrokhi Khaneghah (Marketing): *PhD Supervisor*, 2013-2015, Haskayne School of Business, University of Calgary.
- Prakash Das (Marketing): *PhD Supervisor*, 2007-2014, Haskayne School of Business, University of Calgary.
- Xianfang Zeng (Marketing): *PhD Supervisory Committee*, 2015-2020, Haskayne School of Business, University of Calgary.
- Daniel Sun (Marketing): *PhD Supervisory Committee*, 2016-Current, Haskayne School of Business, University of Calgary.
- Oleksiy Osiyevskyy (Entrepreneurship): *PhD Supervisory Committee*, 2012-2014, Haskayne School of Business, University of Calgary.
- Hossein Mahdavi (Entrepreneurship): *PhD Supervisory Committee*, 2013-Current, Haskayne School of Business, University of Calgary.
- Xiaoyu Liu (Strategy): *PhD Candidacy Exam Committee*, 2011, Haskayne School of Business, University of Calgary.
- Uthpala S. Tennakoon (HROD): *PhD Candidacy Exam Committee*, 2009, Haskayne School of Business, University of Calgary.
- Stephen Pieroway: MBA Thesis (Marketing) *Supervisor*: 2003-2005, Graduated November 2005, Haskayne School of Business, University of Calgary.
- Diane L. LaChapelle (Psychology): *PhD Supervisory Committee*, University of Regina, February 2000, Department of Psychology, University of Regina, Saskatchewan.
- Daniel Hemingway (Engineering): *Master's Supervisory Committee*, Faculty of Engineering, University of Regina, Saskatchewan, August 5, 1998, Supervisor Dr. Jack Katzberg.
- D. Brock Barber (Computer Science): *Master's Supervisory Committee*, Computer Science, University of Regina Saskatchewan, March 21, 1997, Supervisor: Dr. H. J. Hamilton.

MANAGEMENT CONSULTING, LECTURES & NEWS ARTICLES

- University of Calgary News Article “*Better Way for Companies to Sharpen Competitive Edge through Marketing*”: UCalgary News, July 7, 2021.
- China Petroleum & Pipeline Engineering Company “*Global Marketing Strategies Seminar*”: Calgary, Alberta, November 4-6 & 10-11, 2017.
- Agricultural Bank of China (ABC) Management Delegation “*Current Issues in Global Marketing*”: Talk at the University of Regina, November 24, 1998.
- Distinguished Scholar Lecture Series 1997-1998

MANAGEMENT CONSULTING, LECTURES & NEWS ARTICLES (CONT)

“*Marketing in the 21st Century: Issues, Challenges, and Opportunities for Canada*”: Public Talk at the University of Regina, September 9, 1998.

- Saskatchewan Telecommunications (SaskTel) “*A Study of the Long Distance Telephone Market in Saskatchewan Using Conjoint Analysis*” (June-August 1998): Conducted Marketing Research Project for SaskTel.
- Saskatchewan Telecommunications (SaskTel): Marketing Research Department “*A Survey of Marketing Research Techniques*” (July 1996): Conducted Training Seminar.
- Saskatchewan Power (Sask Power): Marketing Department “*Marketing Concepts & Application*” (January 1997): Conducted Training Seminar.
- City of Regina “*Baseline Retail Market Study,*” (Fall 1997) - Conducted a Market Study for the City of Regina. Interviewed by CKCK TV - Channel 6 (City of Regina) on Marketing Strategies in the Changing Retail Industry.
- Saskatchewan Health Research Project (July 1994) – Conducted Marketing Research Project on “*Marketing Potential of Health Databases and Data Products,*” joint project awarded by the Government of Saskatchewan to University of Regina & University of Saskatchewan.

UNIVERSITY SERVICE

- Member of *Tenure & Promotion Committee*, Haskayne School of Business, University of Calgary 2020 & 2021.
- Member of *Recruitment Committee*, Haskayne School of Business, University of Calgary (Behavioral Statistics) 2020.
- Member of *Recruitment Committee*, Haskayne School of Business, University of Calgary (Marketing Area) 2019.
- Member, *Research Strategy Steering Committee*, Advisory Group to Dean, Haskayne School of Business, University of Calgary, 2017 – 2019.
- *Research Director, Marketing & Entrepreneurship Area*, Haskayne School of Business, University of Calgary, 2013 – 2015.
- Member of *Research Directors’ Advisory Group* to Associate Dean (Research), Haskayne School of Business, University of Calgary, 2013 – Present.
- Member, *Graduate Student Advisory Committee (PhD program)*, Haskayne School of Business, University of Calgary, 2011 – Present.
- Member of the *Academic Advisory Group* for the Canadian Centre for Supply Chain Management and Logistics (C-ASL), Haskayne School of Business, 2014 – Present.
- Member, *Recruitment Committee*, Operations & Supply Chain Management Area, Haskayne School of Business, University of Calgary, 2013 – 2014.
- Member, *Recruitment Committee in MIS*, Haskayne School of Business, University of Calgary, 2011 – 2012.
- External Reviewer – *Promotions Committee*, Asper School of Business, University of Manitoba December, 2010 & 2021.
- Member, *Graduate Scholarship Committee* (& several sub-committees), Faculty of Graduate Studies, University of Calgary, 2007 – 2010.

UNIVERSITY SERVICE (CONT)

- Member, *Dean's Research Advisory Committee*, Haskayne School of Business, University of Calgary, 2003 – 2011.
- Member, *Faculty Promotions Committee*, Haskayne School of Business, University of Calgary, 2004 – 2005; 2012-2013.
- Member (*Chair*) of *Research & Scholarship Leave Committee*, Haskayne School of Business, University of Calgary, 2010 – 2011.
- Reviewer, *Postdoctoral Fellowship Program*, University of Calgary, 2012.
- Neutral Chair for several *PhD Dissertation Defenses* at Haskayne School of Business, University of Calgary (Marketing Area) 2005 – Present.
- *Area Chair of Marketing*, Haskayne School of Business, University of Calgary, 2002 – 2005.
- Member, *University Research Grants Committee*, University of Calgary, 2004 – 2006.
- Member, *Dean's Executive Council Committee*, Haskayne School of Business, University of Calgary, 2002 – 2005.
- *Chair of Recruitment Committee*, Haskayne School of Business, University of Calgary (Marketing Area) 2003 – 2005.
- Member of the Board of Directors (2000-2003), *Institute for Computational Discovery (ICD)* at the University of Regina, funded by Canada Foundation for Innovation (CFI), Government of Saskatchewan, and Industry.
- Member, *President's Research Advisory Committee*, University of Regina, 1998 – 2000.
- *Research and Publications Coordinator*, Faculty of Administration, University of Regina, 1997 – 2000.
- Member, *Research Ethics Board*, University of Regina, 2001 – 2002.
- Member, *Executive of Council*, University of Regina, 1997 – 1998.
- Member, *Dean's Advisory Committee*, Faculty of Administration, University of Regina, 1995 – 1997, 1999 – 2000.
- Member, *Graduate Program Committee & Studies and Admissions Committee*. Faculty of Administration, University of Regina, 1993-1995, 1997-1998, 2001-2002.
- External Representative, Department of Psychology, University of Regina, 1995 – 2000.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Academy of International Business (AIB)

PERSONAL DATA

- Household Status: Married with four boys (Joel/Joshua/Johan/Joseph)
- Wife: Pritam Agarwal, Teacher with Calgary Board of Education
- Religion: Christianity
- Country of Birth: India
- Citizenship: Canadian

COMMUNITY INVOLVEMENT

- Member, Center Street Church (CSC), Calgary, Alberta, September 2002 – Present.
- Member, *Strategic Directions Committee*, CSC, 2006 – 2007 and *Ministry Health Committee* – A Standing Committee of the Board of Governors, 2011- Current.
- Advisory Member of the *Multi-Ethnic Immigrant Ministry* at CSC, 2011-2012.
- Teacher at ‘*Learning & Growth*’ Ministries at CSC 2012 – Present.
- Guest Speaker at ‘*Maranatha Group*’ at CSC, February 2019, 2020.
- Teacher at the *International Ministry* at First Baptist Church of Atlanta, (Atlanta, Georgia) January – April 2001.
- Member, Deacon, Co-Chair Missions Committee, and Sunday-School Teacher at Hillsdale Baptist Church, Regina, Saskatchewan, January 1994 – June 2002.
- Speaker at IVCF, Power to Change, and Navigators at the University of Calgary.

REFERENCES

- Available Upon Request